

State Library of North Carolina

UPDATE

<http://statelibrary.dcr.state.nc.us>

August 2005

SWAP AND CHAT Returns

Scoop up winning PR ideas from pros and colleagues! Chat about promoting libraries. See "Best of Show"



winners on display. SWAP AND CHAT at the NCLA 2005

Conference will be your opportunity to view publicity materials and share marketing ideas with your fellow librarians. Public Relations Specialists Peggy

Barber and Linda Wallace will

be available for individual consultations. Conference participants interested in scheduling an individual consultation should contact Pam Jaskot. Consultations are limited and available on a first come, first serve basis.

SWAP AND CHAT works if you get involved. All types of libraries are invited to send in a supply (50 copies) of their public relations materials for attendees to view and take home. Materials can include annual reports, bibliographies, booklists, calendars, fundraising materials, general brochures, newsletters, program and event materials, and web site promotional materials. Libraries that send in material for swapping will be entered into a drawing for a gift basket full of marketing materials.

Enter your library's best public relations materials in the "Best of Show" competition, a part of SWAP AND CHAT. Judges will select winners based on content, originality, design, format and effectiveness.

SWAP AND CHAT, supported by federal Library Services and Technology Act grant funds, will be held in the Exhibit Hall. Check your pre-registration materials and program booklet for the schedule. Detailed instructions on how to send materials for SWAP AND CHAT and for entering the "Best of Show" are on the web at: <http://www.nclaonline.org/conference/2005/Program/swapchat/FLIER05.pdf>. Questions? Contact Pam Jaskot, State Library of North Carolina, 919-807-7421 or pjaskot@library.dcr.state.nc.us.

Youth Services Advisory Committee (YSAC)

The YSAC is an ad hoc subcommittee of the State Library Commission. At a recent meeting, the YSAC was convened and charged with a review of the State Library's support for youth services. The committee will consist of a fairly small but diverse group: public library directors and front-line staff, school library media specialists and district level personnel, library educators, State Library consultants. Ed Sheary, a member of the State Library Commission and director of the Asheville-Buncombe Library System, has agreed to chair the YSAC. Over the next few months, the members of the YSAC will be analyzing the State Library's current programs which support libraries serving children and teens. The YSAC will recommend needed changes to current programs as well as suggest new ways in which the State Library might support libraries serving youth.

Staff Updates

Jeanne Crisp has resigned her position as Section Chief for Library Development to accept a position as the Director of Technical Services and Facilities at the Sno-Isle Libraries in Marysville, Washington. Jeanne, who joined the State Library in 2001, has worked on projects which have led to improved service to libraries across North Carolina. Under her direction, the NC*knows* virtual reference project was initiated and has become an important service for North Carolina citizens. Everyone who had the opportunity to work with Jeanne appreciated her leadership, enthusiasm and positive attitude. We wish Jeanne well as she returns to the state of Washington.

Burnette Carter recently joined the staff of the Library Development section as part of the Administrative support staff. In addition to answering the phones, Burnette provides administrative support to the Library Consultants.

Lisa Coombes, former NC ECHO Project Assistant, has joined the State Archives Information Technology staff as a Processing Assistant. Lisa will be involved with various digitization projects.

NC-Book

Interested in finding out about one community/one book projects? Want to expand services to your library's book clubs? Want to know which authors are reading where? Need great ideas for book programs for adults? Join NC-BOOK—an electronic mailing list where library staff can get information about literary and cultural programming for adults and can share ideas and concerns.

To subscribe to the list contact Frannie Ashburn, Director, North Carolina Center for the Book, at

<fashburn@library.dcr.state.nc.us>.

Please include contact information: name, job title, library, phone, and preferred email address.

Any questions? Contact Frannie! Phone 919-807-7416.



Career Enrichment Grants

Back by popular demand!! The Career Enrichment Grants program provides funds for conference attendance by library staff, both professional and paraprofessional. This year the program has been expanded from \$50,000 in the pilot year to \$150,000 in 2005-2006 and the list of eligible events has been increased to eleven pre-selected professional conferences. The funds will be spread out over three cycles – the first one wrapped up in July, but there are two more in 2006. Grant requests must be at least \$300 and may not exceed \$1,000. A 10% match is required. This program is supported by federal Library Service and Technology Act (LSTA) grant funds and has been endorsed by the LSTA Advisory Committee. Information and Guidelines, as well as the online application form, are available at <<http://statelibrary.dcr.state.nc.us/lsta/cegrant.htm>>.

Everything You Need to Know for Continuing Education Workshops - Now Online

Just in time for the continuing education fall season, the State Library has a new way of listing workshop information. By utilizing EventKeeper, an online calendar software package, the State Library has made complete information available online about its continuing education workshops. The web calendar provides live up-to-date listings that can be searched by date, workshop topic and location. At your fingertips will be current information on the class availability, how to register, directions to the workshop location, and a workshop description. There is a link to the online calendar on the continuing education page: <<http://statelibrary.dcr.state.nc.us/ce/conted.htm>>.

Master Trainer

The State Library is pleased to announce that recruitment is underway for the Master Trainer class of 2005-2006! Sixteen participants will be selected from public and academic libraries across the state. The deadline for submitting an application is approaching (**August 22, 2005**), so don't delay!

What is the Master Trainer program?

The Master Trainer program began in 1997 as a pilot project to respond to the increased need for library staff to receive training as a result of the impact of technology on providing library services. This program teaches principles of training design and presentation to selected library staff who will return to their library and provide in-house training. Information and Guidelines, as well as the online application form, are available at <<http://statelibrary.dcr.state.nc.us/mtrainer/index.html>>. Questions? Contact Raye Oldham at 919-807-7423 or <roidham@library.dcr.state.nc.us>.

LSTA 2005-06 Grant Awards

In June, the State Library announced 133 LSTA grant awards for 2005-2006. Reviewers considered 148 proposals in 14 categories requesting \$4,595,881. Funding awarded statewide totaled \$3,763,999. Awards ranged in size from \$432,246 to support activities of NC ECHO - Exploring Cultural Heritage Online, to a modest \$1,926 for an LSTA Project Planning Grant. In this grant cycle, over \$200,000 was awarded for 16 planning grants. These medium-sized, popular grants support library strategic planning, technology planning, and planning for an LSTA project. These grants provide libraries with financial assistance to secure the services of a qualified consultant and/or to carry out activities to develop well-conceived project plans. In November 2005, the State Library will offer a midyear grant cycle for planning grants, with awards announced in December. Watch the website for more information. <<http://statelibrary.dcr.state.nc.us/lsta/lsta.htm>>.



Data Due



Thursday, September 15th, is the deadline for submitting the FY2004-2005 public library statistical report. If you have questions or need assistance, contact Timothy Owens, State Data Coordinator, by phone at 919-807-7424 or by e-mail at <towens@library.dcr.state.nc.us>.

Extreme Makeover: Library Edition. Panel of staff from public and academic libraries will share their experiences with inexpensive remodeling or renovations that made their libraries more attractive to patrons.

Finding Folklore in North Carolina's Stories: A Reading and Discussion Series. North Carolina folklorists will present a new Let's Talk About It reading and discussion series highlighting our state's folklore in literature.

Georgia PINES: The Evergreen Solution. Deputy Georgia State Librarian David Singleton and PINES Program Director Julie Walker will catch you up on the progress of Evergreen, which is due to be implemented by 250 PINES libraries in Georgia in mid-2006.

An Intellectual Freedom Primer. An opportunity for newer colleagues and those seeking a refresher in the basics of intellectual freedom and why intellectual freedom is such a critical concept for libraries, particularly in 21st century America

Listen & Learn: Research That Works. Peggy Barber and Linda Wallace, consultants with Library Communication Strategies, Inc., will provide an overview of market research techniques with a focus on the communication audit.

Making Deals: Succeeding with Sponsorship. Patricia Martin, founder and president of LitLamp Communications Group, explains how to translate libraries' intangible values into tangible bottom lines via corporate sponsorship and partnerships.

Marketing Success Stories in North Carolina Libraries. A panel discussion, moderated by Pam Jaskot, State Library consultant, highlighting three different marketing success stories in North Carolina libraries.

New Ways to Evaluate Youth Services Programs. How to approach youth services programs with outcomes in mind and how to evaluate youth services programs using Outcome-Based Evaluation rather than just counting number of programs or circulation statistics.

NC ECHO: Building an Enduring Legacy. NC ECHO is an LSTA-funded digitization project that has resulted in a survey of all cultural heritage institutions in the state. ECHO staff will provide an update and Craig Fansler, Wake Forest University, and Ted Waller, Meredith College, will describe ECHO-funded projects.

Staff Training: Make it the Place to Be! Five North Carolina Master Trainers offer this pre-conference about conducting a needs assessment and creating learning objectives for training.

Swap and Chat. Hosted in the Exhibit Hall; an opportunity to view publicity materials and share marketing ideas with fellow librarians. *Best of Show* winners will be recognized on Thursday, September 22 at 3:45pm in the Exhibit Hall.



The Smartest Card Get it. Use it. @ your library

The State Library will once again coordinate a statewide library card sign up campaign in September. North Carolina librarians' successful implementation of the 2004 campaign was nationally recognized with publicity at ALA midwinter and an article in the June/July 2005 *American Libraries*. Both ALA and PLA have long-term commitments to advocacy and included the Smartest Card Campaign as a key component in their strategic plans.

The emphasis for North Carolina's 2005 campaign will be spreading the message outside the walls of our libraries and into the community, by introducing library cards to new borrowers and encouraging them to explore the great resources available at their public library. The 2005 promotional materials will assist in these outreach efforts. Available to public libraries that registered for the campaign are: plastic book bags, bookmarks, static cling decals, butter mints, and door hangers. Promotional material will be imprinted with the Smartest Card logo and be distributed in August.

The State Library will generate marketing and press materials to target various statewide media outlets. Our goal for the statewide effort is to manage some of the logistics for local libraries, reduce the cost of publicity materials and promote the campaign at a statewide level. If you have questions about the campaign, contact Pam Jaskot, 919-807-7421 or <pjaskot@library.dcr.state.nc.us>.



LEARNING OPPORTUNITIES



DIGITIZATION INSTITUTE VIII, SEPTEMBER 12-16, 2005

The State Library of North Carolina and North Carolina ECHO “Exploring Cultural Heritage Online” is pleased to offer its eighth Digitization Institute, September 12-16, 2005, at the State Library in Raleigh. The Institute will emphasize project planning and sustainability. Participants will acquire the basic skills and information necessary to begin planning and implementing a digitization program for special collections,

including the essentials of planning, basic scanning techniques, fundamental copyright issues, an introduction to metadata, and key issues in web design and online context for the presentation of digital content. Sessions will include presentations, discussions, hands-on work, and active learning. Participants will be provided with workshop materials and a copy of the NC ECHO *Digitization Guidelines*.

The Digitization Institute is open to staff members of North Carolina LSTA-eligible public and academic libraries. This institute is designed for participants who are planning a digitization project, have responsibilities in an ongoing digitization project, or seek an overview of what digitization projects are all about. Interested individuals can find out more information at <www.ncecho.org>. Application deadline is August 15, 2005. If you have questions, contact Kim Cumber at 919-807-7418, kcumber@library.dcr.state.nc.us.

EVERY CHILD READY TO READ @ YOUR LIBRARY

In 2000, the Public Library Association (PLA) partnered with the National Institute of Child Health and Human Development (NICHD), a division of the National Institutes of Health, to use the nation’s public libraries to disseminate *Teaching Children to Read: An Evidence-Based Assessment of the Scientific Research Literature on Reading and Its Implications for Reading Instruction*.

Since public libraries have the ability to reach thousands of parents, caregivers and children and to greatly impact the early reading experiences of preschool children, the partnership also developed a model public library program – Every Child Ready to Read @ Your Library (ECRR). The premise was to enlist parents and caregivers as partners in preparing children to learn to read and to provide the most effective methods to achieve this end. Pilot programs were evaluated <<http://www.ala.org/ala/pla/plaissues/earlylit/researchandeval/projectevaluation.htm>> and the results showed that the information contained in these programs was incorporated into the behaviors of parents. This helped the parents be more effective “first teachers” with their children and increased the public library’s impact in early literacy development with children.

In October, the State Library will sponsor three day-long trainings, free for public library staff. The trainings, supported by LSTA funds, will be conducted by Judy Nelson, a PLA trainer, and are scheduled on:

- Tuesday, Oct. 18 – Sheppard Memorial Library, Greenville
- Wednesday, Oct. 19 – South Regional Library, China Grove
- Friday, Oct 21 – North Asheville Library, Asheville

While informal early literacy instruction can be incorporated into existing library programs with little effort, training participants will be able to present formal ECRR workshops for parents and child care providers in the library or as part of outreach efforts. Information on registration was released via the NCPLDA list as well as the NCKIDS list. Attendance will be limited so, while libraries will be able to register more than one staff member, only one will be guaranteed a chance to participate. The State Library has purchased a copy of the ECRR training kit for each county library and for each municipal library in the state. While the kits may be used exclusive of the training, they nicely complement the trainings for those who attend. For more information, contact Jim Rosinia, Youth Services Consultant: <jrosinia@library.dcr.state.nc.us>; 919-807-7425.